respect to the channels selected for display and the viewer identity data back to the central computer.

7. A method in accordance with claim 5 including the step of providing an optical scanner at each of the remote locations for use by a panelist to scan data, storing data scanned by the optical scanner in the memory means, and transferring the scanned data along with the stored data with respect to the channels selected for display and the viewer identity data in telephone communications with the centrally located computer.

8. A remote television audience identification and channel selection determination apparatus comprising;

a television signal source comprising a plurality of channels of television programming;

a television set having a display screen connected to said television signal source;

means for selecting one of said plurality of channels for display on said display screen;

means for determining and storing channel selection data representative of which of said plurality of channels has been selected for display;

means for overlaying over normal programming on said display screen prompts inquiring as to the identity of viewers watching the screen at the time of said prompts;

means adapted to permit a television audience member to respond to said prompts by entering audience identification data;

means for receiving and storing said audience identification data; and

means for communicating the stored channel selection and audience identification data to a central location.

9. Apparatus according to claim 8 further including means for scanning universal product codes and for storing universal product code data, and wherein said means for communicating data to a central location further includes means for communicating the stored universal product code data to said central location.

10. Apparatus according to claim 8 further including optical scanning means for optically reading codes and for storing optical data representative thereof, and wherein said means for communicating data to a central location includes means for communicating the stored optical data to said central location.

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